RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

July 9, 1998

RJR Account #94931
Mr. E. Bush
MID-VALLEY CANDY

SALEM TEAR TAPE PROMOTION #800438: AUGUST

Dear Ed:

Attached are **August** orders for *Salem .30¢ Tear Tape* product. No displays are required, as retailers will utilize displays they received with the July Salem Tear Tape distribution. Ship the number of cartons per brand style to your participating retail accounts as identified on the attached Customer List. ***This product is being shipped @ .30¢ off-invoice.***

RJR will reimburse you **$4.75** per promoted 6M case for all displays packed and shipped to retail on a timely basis.

PARTNERS 'BONUS' REPORTING DESCRIPTION	SAL_98_.30/_1PK_

See attached for additional promotional details. As always, thanks for your assistance in the marketing of our products.

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: J. McLean
Enc. Retail Customer List
Wholesaler Packing Instructions

AUGSAL.DOC

51844 8754

Source: https://www.industrydocuments.ucsf.edu/docs/kmpy0000

MID-VALLEY CANDY

AUGUST DELIVERY
SALEM TEAR TAPE

UTILIZE ANY RESIDUAL BRAND STYLE QUANTITIES FROM JULY PRODUCT DISTRIBUTION TO MEET AUGUST DISTRIBUTION AS NEEDED

PRODUCT PO # N/A

UPC Code	SALEM BRAND STYLE	#/ (6M) Cases @ .30¢ Off
12300-24194	*Full Flavor*	3
12300-24195	*Full Flavor 100*	2
12300-24196	*Light*	3
12300-24197	*Light 100*	2

PRODUCT / DISPLAYS ARRIVAL: JULY 27, 1998

SHIP DATE TO RETAIL: WEEK OF: AUGUST 10, 1998

EFT $ AMOUNT: $3,246.10

PACKING / SHIPPING PAYMENT $47.50
(10 (6M) promoted case(s) @ $4.75).

AUGUST Drive Period 808 / Promotion #800438

PROMOTION DESCRIPTION:

SHIP NUMBER OF CARTONS PER BRAND STYLE TO EACH RETAILER AS INDICATED ON THE ATTACHED CUSTOMER LIST.

RETAILER WILL PLACE IN SALEM 40-PACK DISPLAY WHICH WAS SHIPPED WITH JULY PRODUCT DISTRIBUTION.

AUGUST DELIVERY

51844 8755

Source: https://www.industrydocuments.ucsf.edu/docs/kmpy0000

WHOLESALER : 094931 MID-VALLEY CANDY COMPANY <DIRECT>
TEMPLATE : 800438 80800 SAL 98 .30/1 NO
SALES LEVEL : 16XXXX

TERR	ACCT	NAME	ADDRESS	CITY	ST	ZIP	M85 QTY	M100 QTY	LT M85 QTY	LT M100 QTY	TOTAL QTY	CHAIN-ID	TAX JURIS	SUPPLIER
162204	031702	CONVENIENT FOOD#301	69 S MAIN ST	CARBONDALE	PA	18407	5	5	5	5	20	1418-0100		
162204	185704	ZAZZERAS MARKET	70 N CHURCH ST	CARBONDALE	PA	18407	1		1	1	3			
162204	549827	MARTYS MARKET	PO BOX 238	MESHOPPEN	PA	18630	1	1	1	1	4			
162204	682622	ABC MARKET	507 MAIN STREET	FOREST CITY	PA	18421	1		1	2	4			
162204	706820	CONVENIENT FOOD 302	330 NORTHERN BLVD	CHINCHILLA	PA	18410	3	1	5	2	11	1418-0100		
162204	712140	RJ'S FOOD MART INC	RR 2 BOX 19H	MESHOPPEN	PA	18630	1	1	1	1	4			
162204	735443	MR B'S TOBACCO SHOP	58 SALEM AVE	CARBONDALE	PA	18407	6	6	6	6	24			
162204	776478	CONVENIENT FOOD 300	HIGHLAND AVE	CLARKS SUMM	PA	18411	3	1	3	1	8	1418-0100		
162208	536651	CONVENIENT FOOD#301	142 S MAIN ST	PITTSTON	PA	18640	5		2	1	8	1418-0100		
162208	715535	CFM OF PA. #3005	283 PIERCE ST	KINGSTON	PA	18704	1	2	1		4	1418-0200		
162208	777434	FRANCIS NEWS	287 MAIN ST	PITTSTON	PA	18641	1		1	1	3			
162208	960297	CONVENIENT FOOD 300	410 N MAIN ST	OLD FORGE	PA	18518	2		5	1	8	1418-0100		
162209	072932	CONVENIENT FOOD 301	1515 N MAIN AVE	DICKSON CIT	PA	18519	2	2	2	2	8	1418-0100		
162209	184478	SCHRECKS MARKET	1501 N 5TH ST	STROUDSBURG	PA	18360	4	3	2	1	10			
162209	185056	POCONO SHOPPING CNT	P.O. BOX P	POCONO PINE	PA	18350	1	2	1	2	6			
162209	185679	MADZINS MARKET	527 PROSPECT AVE	SCRANTON	PA	18505	5	2	8	3	18			
162209	185916	SCOTTS STORE	801 MULBERRY ST	SCRANTON	PA	18503	2	1	1	1	5			
162209	186087	GLINSKYS DRUGS	1101 MAIN ST	HONESDALE	PA	18431	1	2	1		4			
162209	471168	APLUS MINI MART	1227 S MAIN AVE	SCRANTON	PA	18504	3	1	3	1	8			
162209	531603	RT 6 EXPRESS MART	801 GRANDVIEW AVE	HONESDALE	PA	18431	3		2	1	6	1436-0000		
162209	534737	PROPST BUY RITE MKT	377 MAIN ST	ARCHBALD	PA	18403	2	2	2	2	8			
162209	577211	STROUDSBURG EXXON	100 MC CONNEL ST	STROUDSBURG	PA	18360	2	1	2	2	7			
162209	633853	CONVENIENT FOOD 302	340 W MARKET ST	SCRANTON	PA	18508	4	1	8	1	14	1418-0100		
162209	657095	LAUREL BEVERAGE INC	830 MONROE ST	STROUDSBURG	PA	18360	1	1			2			
162209	665462	APLUS	1218 O'NEIL HWY	DUNMORE	PA	18512	3	1	5	1	10	0362-0101		
162209	667469	CFM OF PA. INC #303	899 DAVIS ST	SCRANTON	PA	18505	1	1	2	2	6	1418-0200		
162209	673294	ONE STOP TOB SHOP	725 S MAIN AVE	SCRANTON	PA	18504	4	1	4	3	12			
162209	725273	MICHELLE'S CIGARS	1400 N WASHINGTON	SCRANTON	PA	18509	1	1	1	1	4			
162209	735459	CFM OF PA. INC #302	801 LUZERNE ST	SCRANTON	PA	18504	1	1	1	1	4	1418-0200		
162209	742094	CONVENIENT FOOD 300	1801 PITTSTON AVE	SCRANTON	PA	18505	1		4	2	7	1418-0100		
162209	776968	CONVENIENT FOOD 300	BLVD & OLUPHANT	SCRANTON	PA	18509	4	1	4	3	12	1418-0100		
162209	777319	TELLS CORNER NEWS	1010 DIAMOND AVE	SCRANTON	PA	18508	2		1		3			
162209	777531	SCHIFF'S BEVERAGE	3380 N MAIN AVE	SCRANTON	PA	18508	6	1	5	2	14			
162209	785145	CFM OF PA. INC #302	1100 MOOSIC ST	SCRANTON	PA	18505	1	1	1	1	4	1418-0200		
162209	973077	CONVENIENT FOOD 302	401 WYOMING AVE	SCRANTON	PA	18503	2	2	2	2	8	1418-0100		
173806	092274	CONVENIENT FOOD#301	700 FRONT ST	FREELAND	PA	18224	2	2	2	2	8	1418-0100		
173806	777540	CONVENIENT FOOD#301	51 W JUNIPER ST	HAZLETON	PA	18201	2	2	2	2	8	1418-0100		

PAGE BREAK TOTAL ACCOUNTS	37	TOTAL QUANTITY	90	49	98	60	297

TEMPLATE TOTAL ACCOUNTS	37	TOTAL QUANTITY	90	49	98	60	297

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Source: https://www.industrydocuments.ucsf.edu/docs/kmpy0000

Salem '98

30¢ Off Pack Promotion

NOW OFF-INVOICE

- **Available 2nd week of month, Salem King, LT King, FF 100's, LT 100's**
- **All displays/POS available for order in "eaches"**

40-PACK SHIPPER DISPLAY

item #541964

- **Small footprint**
- **Shipped pre-assembled with product and paster**
- **Price discount clearly communicated**

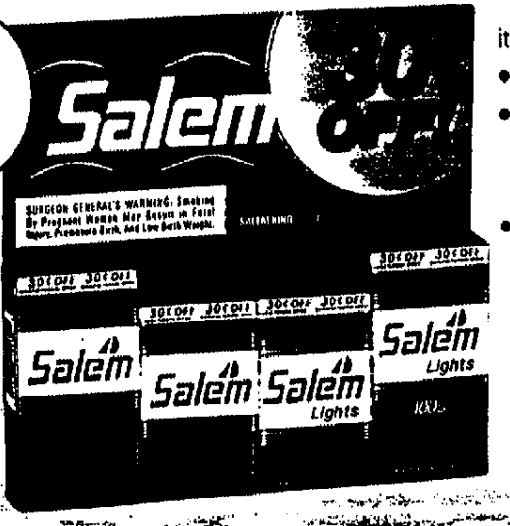
item #541970

- **Comes packed in shipper display**

SALEM '98 SNIPED PASTER

SALEM SNIPED PACK REPLICA POS

NEW FOR '98!



item #541973

- **Impactful 3-D pack replicas**
- **Designed to increase awareness in self-service and non self-service locations**
- **Must be ordered separately from shipper display**

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Source: https://www.industrydocuments.ucsf.edu/docs/kmpy0000

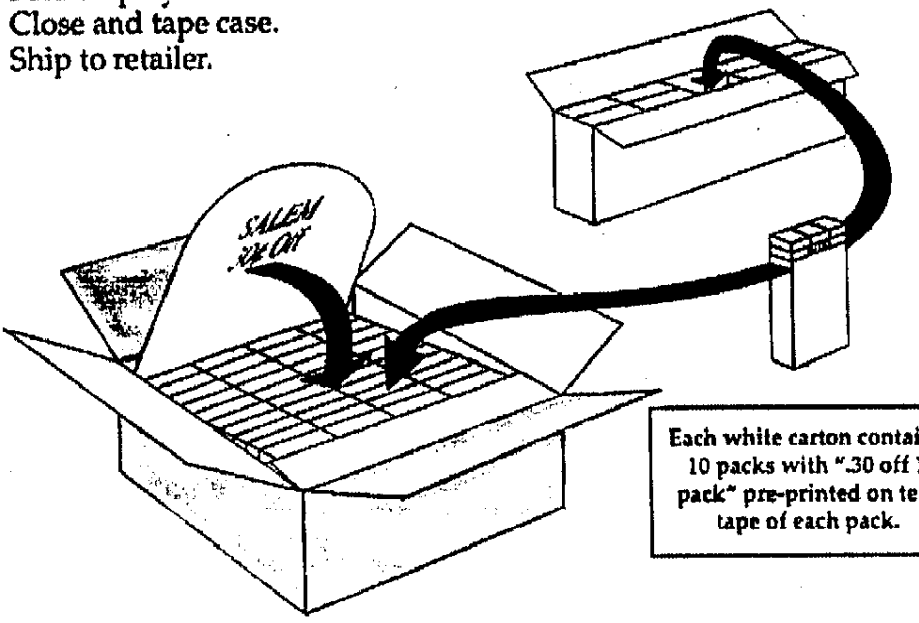
WHOLESALER PACKING INSTRUCTIONS

SALEM TEAR TAPE **3RD QTR.'98**

August SALEM 30¢ OFF 1 Pack Tear Tape

STEPS

1. Open SALEM 30¢ OFF 1 pack shipping case.
2. Place 40 packs of "tear tape" product in display.
3. Load 10 packs of same brand style in each row.
4. Fold display header card down.
5. Close and tape case.
6. Ship to retailer.



Each white carton contains 10 packs with ".30 off 1 pack" pre-printed on tear tape of each pack.

Item# 541964
MSA Promotion Reporting Description: SAL_98_.30/1_PK_

Brand Style	King	100	LT King	LT 100		
Number of Cartons	Ship Number As Indicated					

7
6/3/98

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